

CALL TO ORDER

The June 18, 2013, meeting of the Destination Newport Committee was called to order at approximately 10:13 A.M. In attendance were John Clark, Carrie Lewis, Ric Rabourn, Gabe McEntee-Wilson and Lorna Davis. Also in attendance was Rob Spooner, Oregon Coast Magazine, Leigh Deinert, CBS Outdoor, Jamie Rand, News-Times, Ted Smith Interim City Manager and Cindy Breves, Executive Assistant.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the June 5, 2013, meeting;
- B. Review of Account, May 2013

MOTION was made by Rabourn, seconded by Davis, to approve the consent calendar. The motion carried unanimously in a voice vote.

MOTION was made by Davis, seconded by Lewis, to approve the print of 140,000 brochures for next year pending review of brochure and not to exceed \$22,000. Brochure would be paid for out of fiscal year 2013 budget.

MEDIA CONSIDERATIONS

A proposal from Rob Spooner of Oregon Coast Magazine and regular magazine was presented and discussed. Spooner presented additional information on a new Twitter program that Oregon Coast Magazine is doing and how it could benefit Newport. He is proposing that Destination Newport pay for twitting to increase Web traffic. The Destination Newport Committee would pay for \$1719 for a full page advertisement which is the price of ½ page advertisement and this would include the Twitting.

Leigh Deinert presented a proposal for continuation of outdoor displays. It would cost \$60,000 to continue the posting in both Eugene/Springfield and Corvallis/Albany. The Eugene/Springfield boards will run for 16 weeks with 15 boards for \$15,000 and \$6,000 production cost totaling \$24,000. Starting Eugene/Springfield in October, the cost would be \$7,200 and \$9,000 for production cost totaling \$16,200. The Corvallis/Albany boards will be 7 boards for 20 weeks at \$17,320, and \$3,500 for production totaling \$20,825. Total cost for continuing with the current outdoor bill boards would be \$61,024.

Presentation by Jamie Rand for News-Times printing services. Rand reviewed the services that News-Times provided last year and reviewed proposed services for next year.

Committee review and discussed the proposal from Alaska Airlines Magazine. Committee passed on the proposal.

A proposal from News Channel 21 was reviewed by committee. Look at this in the fall.

A proposal from AAA was reviewed and discussed. Committee decided to pass on the proposal.

STRATEGIC PLANNING

Committee discussed a strategic plan for marketing and advertising for fiscal year 2014. The committee reviewed and discussed the fixed costs in the current Destination Newport Budget. The Committee is continuing with the current years fixed costs for fiscal year 2014.

MOTION was made by Davis, seconded by Clark, to approve the service agreement with News-Times to provide design, proofing, production and delivery of publications, brochures, billboards, and signage, not to exceed 39,000 for fiscal year 2014. The motion carried unanimously in voice vote.

Committee discussed the CBS proposal. There was concern about the location of the some of the poster boards. The committee would like to have a few well-placed billboards that are permanent all year. Posters are not the direction the committee would like to go. The committee budgeted up to \$150,000 for outdoor billboards. The committee discussed location placements for bill board placements. Davis will discuss the new focus with several outdoor advertisers and get proposals for the committee to review. Davis will discuss new art work for the outdoor advertisements and send proposed artwork to the committee for review.

OTHER

Committee reviewed and edited the current Newport brochure for the new printing. Davis will work with News-Times on changes and send a new version for the committee to look over.

Committee reviewed data on Discover Newport website. Davis will provide a report monthly on the website for the committee next year.

Committee reviewed and discussed the proposal from Oregon Coast Magazine and Twitter. Committee would like to passing on the current Twitter proposal.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 12:10 P.M.